* * The Newspaper of the Industry * *

Automotive News

Including ORDNANCE & AIRCRAFT NEWS

Published Every Monday at Detroit by the
SLOCUM PUBLISHING COMPANY, INCORPORATED
5229 Cass Avenue Columbia 4245

New York—51 E. 42nd St. Murray Hill—6-0104
Washington—Chandler Bldg. National 4303
Chicago—307 N. Michigan Ave. Franklin 2508

Entered as second-class matter Post Office, Detroit, under Act of Mar. 3, 1879

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CHRIS SINSABAUGH, *Editor* GEORGE M. SLOCUM, *Publisher*

Vol. 18, No. 2748 **DETROIT, DECEMBER 7, 1942** **$4 Per Year, 15¢ Per Copy**

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"Highest wages paid and your future secured. Working conditions at these new car dealers are the best. You'll have steady work and a fine income. Don't delay . . . apply for work at once, and, if you know of other men, qualified like yourself, urge them to apply for such jobs, too, at once! In this work you won't have to worry about postwar readjustments! Millions of cars will then take to the road that need servicing and upkeep way beyond any past demands!"

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Mich. USES Chief Rules—

Mechanics As Vital As War Workers

DETROIT.—John L. Craig, director for Michigan of the United States Employment Service, has determined that automobile mechanics employed by motor car dealers and garages are just as vital in their present jobs as are workers in war industries.

This decision is the result of recent conferences between Craig and D. J. Hutchins, director of the Detroit regional office of the War Production Board.

Because of the importance of their work in helping to keep essential cars and commercial vehicles rolling, mechanics will be urged to remain on their present jobs.

Within the past few weeks the Automotive section of the Detroit WPB office has been making an intensive study of the need of critical replacements and service manpower. In this checkup, it was revealed that the departure of such mechanics to other activities had swelled to huge proportions. There was a decrease of more than 40 percent in the number of mechanics available.

In the meantime, conditions within the motor car industry have imposed a greater burden on those car dealers who are continuing in business.

Demands for service have grown acute. Dealers in Wayne County report that they are turning away from 40 to 100 percent as much work as they are doing because of the loss of their skilled help.

"Had this condition been allowed to continue," Hutchins pointed out, "there was likelihood that many cars and commercial vehicles which are needed to carry workers and material to plants which are producing war goods would be laid up. Craig has recognized the gravity of the situation and has acted with utmost speed to correct it."

Craig has apprised the Detroit Auto Dealers' Assn. of his action and of the offer of the U. S. Employment Service to work with car dealers to obtain additional help for them.

"This decision," comments Henry Whiting, president of DADA, who is also manager of the Packard-Detroit Co., "comes in the nick of time. We were being harassed tremendously by this problem of labor shortage, and the Employment Service has gone a long way to solve the problem for us. Had it been allowed to continue at the rate we have been losing men during the past two months, we don't know how much longer our transportation could have continued without serious curtailment and eventual disruption. Motor car dealers are greatly indebted to both Mr. Craig and and Mr. Hutchins for their prompt action."

K. B. Brown, president of Chrysler-Detroit Co., commented: "This step should do a great deal to allay much of the unrest among our mechanics who were feeling that they were slackers in continuing to work on motor cars when their skill might be utilized in building planes, tanks and guns. We think that they will now appreciate the fact that the work they are doing in keeping our motor vehicles rolling is as vital a contribution to our war effort."

Army Assails Coercion in Hiring Mechanics

DETROIT. — Having submitted evidence of coercion used by an Army post to hire dealers' auto mechanics, NADA last week announced that the Commanding General of Services of Supply had replied that an investigation is being started.

The General also told posts that Army recruiting must be kept "strictly to the recruitment policies as outlined by the Civil Service Commission, since intimidation and coercion as a means of recruiting civilians cannot be countenanced by the Army."

In his letter to NADA, the general added a warning which all dealers are urged to keep in mind:

"In view of the inroads made by the armed forces in the rapidly diminishing supply of available auto mechanics, it is suggested that your organization (NADA) assume the initiative in fostering a movement among your members, first, to employ as auto mechanics men who are above the military age, who are classified as 4-F by their local draft boards, who have two or more dependents, and wounded soldiers of this war who have been discharged for medical reasons, and secondly, a training program for women who would be interested in becoming auto mechanics.

"In this manner it may be possible to replenish the available supply of auto mechanics."

Canadian Sales Off Sharply

MONTREAL.—Sales of new and used motor vehicles, financed through Canadian companies during October, declined 63 percent in number from October, 1941, the Dominion Bureau of Statistics reports. Sales in October totaled 4,095 units financed for $1,351,123, against 11,107 vehicles financed for $4,891,438 in October last year.

During the first 10 months of this year 59,642 vehicles have been financed to the extent of $22,426,584 against 168,153 for $78,661,103 in 1941 period.

Number of new vehicles sold in Canada during October totaled 119 for $90,013 compared with 1,903 for $1,629,857 in October, 1941. Number of used vehicles sold totaled 3,976 units for $1,261,110 compared with 9,204 units for $3,261,581.

Henderson Denies He Said 'Traitor'

WASHINGTON. — Denying that he called opponents of gasoline rationing "ignorant or traitorous," Leon Henderson last week offered "my apology to all honest opponents."

Rep. F. Edward Herbert, Louisiana Democrat, said: "I have carefully read Henderson's radio script which he now explains away. It is one of the most clever and most adroit pieces of vicious propaganda that has been perpetrated on the American public and as far as I am concerned, there is only one answer to it—resign."

WMC to Hold Hearings On Detroit Complaints

WASHINGTON.—Public hearings and examination of employment practices in war industries will next be held in Detroit, St. Louis, Cleveland, Philadelphia and Baltimore, it is announced by the President's Committee on Fair Employment Practice, the operating unit in the War Manpower Commission concerned with redressing grievances growing out of discrimination against war workers because of their race, creed, color, or national origin.

Because of insistent and increased complaints from the Detroit area, the first of these hearings is scheduled for the Motor City in February or earlier if preparations can be completed, Lawrence W. Cramer, executive secretary of the committee, stated. The other hearings will be held at intervals of approximately six weeks.

P. R. Tags on Rise

SAN JUAN, P. R.—(UTPS)—There has been an increase in automobile licenses this year, in spite of war shortages and rationing of tires and gasoline. According to Insular Motor Bureau figures, 3,200 public cars, 2,690 insured public cars and 14,280 private cars have received the paper license "stickers," which this year substitute former metal plate licenses.

It costs you about a penny-a-day to keep abreast of the automotive news—better renew NOW!

Bill Authorizes U. S. To Buy Up Used Cars

WASHINGTON.—A new provision in the Ellender tire bill (S. 2560), just okayed by the Senate banking and currency committee, is that the President may direct the Defense Supplies Corp. to purchase used cars and used tires and to dispose of them or store them in any way deemed desirable in connection with the war effort.

Definition of "independent tire dealer" in the bill, which calls for compulsory tire inspections and exclusive distribution of all tires through independent tire dealers, includes both automobile dealers and independent gasoline stations, according to NADA.

Wash. Suspends Operation of Its Testing Stations

SEATTLE. — In the wake of OPA's program for tire and vehicle testing by official testing stations, the state vehicle testing stations suspended Dec. 1 in this state.

Capt. James Moore, who was in charge in Seattle, warned motorists that "city ordinance still prohibits anyone from driving an automobile without proper equipment. That means that police have the power to arrest anyone driving a car without proper brakes, headlights, tail light, horn or windshield swipe."

The closing order is to be effective until March 1, at which time the order will be revised.

Reasons for the discontinuance, for the time being follow:

Elimination of duplication between federal and state programs; saving motorists from using gasoline and tires to drive to state stations, particularly important tc rural car owners; diversion of existing manpower from the stations to other more important tasks; reduction in the need for overall safety inspection resulting in decrease of speed limit from 50 miles to 35 miles per hour, and the increasing difficulty being experienced by car owners in obtaining replacement parts."

The state safety stations were established in Washington after a long campaign by those interested in traffic safety.

2 ATA Meetings Set for Week

WASHINGTON. — Meetings of two important committees of the American Trucking Assns. will be held this week at ATA headquarters here.

The ATA executive committee has been called to meet Dec. 10 to discuss a number of vital problems affecting the trucking industry, it was announced.

A special committee on truck-rail coordination will meet Dec. 8-9 to consider recent developments related to coordination. On Dec. 11, this special committee will meet with representatives of the Office of Defense Transportation, according to an ATA spokesman.

Detroit's Bus Parts Plan Is Declared Illegal

DETROIT. — Answering Mayor Jeffries' recent criticism on the cost of bus parts for the Detroit Street Railway system, Transit Busses, Inc., said last week that the city's demand for special discounts would violate federal law prohibiting discrimination among dealers.

Frank Geisler, vice-president and general manager of Transit Busses, denied that his firm was a subsidiary of the Ford Motor Co., as the mayor had charged when he said the Ford company "is trying to increase the costs of repair parts $87,000 a year to the city."

Geisler said Ford Motor Co. had no part in the controversy. He said his firm had allowed a special agreement between the Ford Motor Co. and John Hettche, a Ford dealer, in March, 1941, by which the city saved thousands of dollars on parts and service for Ford buses during the last two years.

The agreement was made, Geisler said, because Hettche had a verbal arrangement with the city to furnish bus parts at certain prices before Transit Busses, Inc., took over national distribution of all Ford buses, parts and service in February, 1941.

The arrangement made it possible for Hettche to continue to purchase bus parts directly from Ford Motor Co. instead of from the authorized distributor, Transit Busses, and its dealer, Bob Ford, Inc., Geisler said.

"We have gone out of our way to accommodate the city and Mr. Hettche, but we cannot allow this situation to continue because our dealers would object on the grounds that we are showing preference to one who is not even a member of our organization," Geisler declared.

7 D. C. Fuel Stations Are Denied Gas

WASHINGTON. — Following flagrant violation of the War Production Board's order L-70, which restricted deliveries of gasoline to filling stations to established quotas, the Homes Oil Co. here is prohibited for a period of four months from accepting any motor fuel at seven stations which it operates, or at any others which it might take over during the life of the penalty order directed against it, WPB announced last week.

The suspension order states that the Homes company, a proprietorship owned and operated by Jacob and Minerva Homes, delivered during April, May and June nearly 220,000 gallons of gasoline in excess of permitted amounts to stations which it operates in the District of Columbia. In addition to refusing any further gasoline to the company for the coming four months, the penalty order specifically prohibits all others from making any deliveries to them.

Perfect Circle's Divvy

DETROIT.—Directors of Perfect Circle Co. have declared a regular dividend of 50 cents per share on the 162,500 shares of outstanding capital stock of the company, payable December 24 to stock of record at close of business Dec. 4, 1942.

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Moulder Advances At International; Schumacher Rises

CHICAGO.—P. V. Moulder, formerly assistant domestic sales manager in charge of truck sales for International Harvester Co., has been appointed assistant to the second vice-president and will in the future act in a liason capacity between the home office and Washington.

The appointment was announced by J. L. McCaffrey, vice-president of International Harvester Co.

W. C. Schumacher, formerly assistant to Moulder in truck sales and more recently, western motor truck district sales manager with headquarters in San Francisco, has been brought in to take charge of motor truck sales.

Advertising

Newscasts?

Chevrolet and CBS are discussing a twice-weekly newscast series, with John B. Kennedy as commentator, *Variety* reports. Would hit air from 6:30 to 6:45 p.m., Tuesdays and Thursdays.

Appointed

Earl R. Billings, formerly sales and advertising manager of Everett Piano Co., South Haven, Mich., has been appointed advertising and sales promotion manager of Pennsylvania Rubber Co.

Revenue

In advertising revenue, *Newsweek* almost equalled the same total for November, 1942 as for the full year of 1938.

Here are the figures: November, 1942, $400,000; full year 1938, $439,000.

Mouthful

A patriotic mouthful is this paragraph (in 6 pt.) from current Standard Oil of Indiana advertising:

"Help Uncle Sam: Join the salvage drive . . . collect and turn in to the proper local organizations all your old scrap metal, rubber, rags, grease, etc. Share your car. Buy U. S. war savings bonds and stamps. Oil is ammunition—Use it wisely."

—Pete Wemhoff

Rental Car Industry Frozen by ODT

WASHINGTON.—ODT last week froze the rental car industry. The order affects approximately 300,000 livery cars, 28,000 funeral cars and 5,000 drive-yourself cars.

The order provides that no person or company not licensed in the rental car business as of Dec. 1 may engage in the business, and that no person or company may increase the number of vehicles now engaged in rental service.

Misalignment Is Found In 30% of B.C.'s Cars

VANCOUVER, B. C.—Blackouts and blackout restrictions are taking a rising toll of auto accidents, according to Staff Sergt. H. S. Gray, head of the Vancouver, B.C. motor inspection station, who refutes claims that despite the compulsory testing system accidents here are on the increase.

"Such complaints arise from the fact that people do not realize we have no control over the actual number of accidents," he said. "We take the percentage, in our figures, of defective vehicles involved in all traffic accidents over a given period, where the acicdent can be traced directly to some defect."

He pointed out that in 1938 this figure was 6.9 perecnt; in 1939, 4.7 percent; in 1940, 2.7, and in 1941, 5.8.

"While the last figure, 5.8 percent, at first appears to indicate a rise in accidents, and thus a failure in the inspection system, this is not the case, since 3.1 percent of these accidents involved cars having partially or completely blacked-out headlights."

He does not believe that it is possible to lower the proportion of accidents due to faulty mechanism below 2.7 percent.

"This percentage would comprise almost the number of cars in the city at any given time belonging to non-residents," he said.

"Thirty percent of the cars we test are found to have wheels out of alignment," he declared. In some cases we have been able to add 3,500 miles to the life of the tires."